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**Donovan et al.**(10) **Pub. No.: US 2013/0041764 A1**(43) **Pub. Date: Feb. 14, 2013**(54) **METHOD AND SYSTEM FOR DYNAMIC  
TEXTUAL AD DISTRIBUTION VIA EMAIL****Publication Classification**(51) **Int. Cl.**  
**G06Q 30/02** (2012.01)(52) **U.S. Cl.** ..... **705/14.73**(57) **ABSTRACT**

A system and method for providing dynamic pay-for-placement advertisements via graphics-enabled email that generates a display of advertisements when the email newsletter is opened so the advertisements displayed are based on rankings at the time the email is opened instead of when the email was generated and transmitted. In one embodiment, a graphical-content email having one or more embedded advertisement image references is provided to one or more email recipients. The advertisement image reference, in one embodiment, may include query string parameters indicating the context of the image reference and/or portion of the image reference (i.e., identifying the image reference as being part of a particular newsletter email), a position of the image reference in the email display, and the like. A URL reference also may be included with each advertisement image reference (e.g., one URL for each advertisement portion of the image to be retrieved by the advertising image reference).

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